

Message Text

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PAGE 01 MANILA 12691 240841Z

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ACTION EA-10

INFO OCT-01 ISO-00 EB-06 RSC-01 /018 W

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R 240738Z OCT 74

FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 7874

UNCLAS MANILA 12691

E.O. 11652: NA

TAGS: NA

SUBJECT: ADS REQUEST: BRAUN INTERNATIONAL, INC.

HIALEAH, FLORIDA

REF: A) CA-4109 OF JULY 22, 1969

B) CD-144 OF AUGUST 26, 1974

POST COMMENTS:

1. EMBASSY IS UNABLE TO PROVIDE NAMES OF POTENTIAL AGENTS FOR
BRAUN'S PRODUCT LINE BECAUSE OF FOLLOWING MARKET CHARACTERISTICS:

A. MARKET IS PRESENTLY SATURATED WITH LOCAL PRODUCTS. OUTPUT
OF LOCAL PRODUCERS OF GLASS BOTTLES AND PLASTIC CONTAINERS,
CAPS AND SEALS SUFFICIENT TO SUPPLY LOCAL DEMAND. LOW PRICE
ADVANTAGE OF DOMESTIC CONTAINER INDUSTRY WILL OFFSET QUALITY
ADVANTAGES OF BRAUN'S PRODUCT LINE.

B. GLASS BOTTLES CARRY 50 PERCENT TARIFF RATE; PLASTIC SCREW
CAPS, 70 PERCENT. PLASTIC CONTAINERS CARRY 100 PERCENT AND
ARE BANNED FROM IMPORTATION.

C. TOTAL REPORTED VALUE OF SHIPMENTS AVAILABLE FROM THE
NATIONAL CENSUS AND STATISTICS OFFICE INDICATE THAT IN
1971, \$21.9 MILLION WORTH OF GLASS BOTTLES WERE PRODUCED
WITH NINE REPORTING ESTABLISHMENTS; \$3.4 MILLION WORTH OF
PLASTIC PACKAGING AND SHIPPING CONTAINERS WITH TWENTY
REPORTING ESTABLISHMENTS; AND \$7.6 MILLION WORTH OF
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PAGE 02 MANILA 12691 240841Z

METAL CLOSURES AND SEALS WITH SIX REPORTING ESTABLISHMENTS.

2. UNDER ABOVE CIRCUMSTANCES, POST BELIEVES THAT MARKET
IS NOT LARGE ENOUGH TO WARRANT APPOINTMENT EITHER SALES
INDENT AGENT OR DISTRIBUTOR.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MANILA12691
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740303-0896
From: MANILA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741020/aaaaaqqw.tel
Line Count: 67
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) CA-4109 OF JULY 22, 1969
Review Action: RELEASED, APPROVED
Review Authority: cunninfx
Review Comment: n/a
Review Content Flags:
Review Date: 19 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 MAR 2002 by chappeld>; APPROVED <11 FEB 2003 by cunninfx>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST: BRAUN INTERNATIONAL, INC. HIALEAH, FLORIDA
TAGS: BEXP, RP, BRAUN INTERNATIONAL INC
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005